




What's app at Uptown?

Uptown launched its futuristic augmented reality (AR) app to coincide with the start of the Auckland Heritage Festival.

Uptown AR-FM is an audio tour and augmented reality experience that takes you on a journey of landmarks across the innovative business improvement district.

ANDROID APP ON  **Google play** **DOWNLOAD** <https://play.google.com/store/apps/details?id=com.uptown.arfm>

BID programme manager **Gary Holmes**, *pictured*, said it is believed to be the first time such smartphone-based technology has been used this way in a business district anywhere in the world.

“Our new app combines new technology with historic imagery of local landmarks to bring Uptown to life, Gary said.

“You can tune in to our local host Hannah, who will talk you through nine different sites of interest including Orange Hall, the Mt Eden Prison and St David’s Church.

“Each site includes its own augmented reality experience. You can take a peek at the dancers of yesteryear through the windows of Orange Hall, flick through wanted posters of the famed George Wilder who escaped Mt Eden Prison, and experience the incredible quatrefoil artwork which was worn proudly by St David’s Church in 2015,” he said.

- Uptown visitors are invited to look out for the poster/image markers to activate the app’s augmented reality content.



The nine locations are:

- Mt Eden Prison
- Basque Park
- The Powerstation
- Orange Hall
- Community Garden (old Bungalow Bills site)
- Bungalow Bills
- Magma Mural at The Water Tower
- St David’s
- City Rail Link – Mt Eden Station

